

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **Arizona Media Arts Center**

Project Dir.: Giulio Scalinger

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Application Number: 284-05

Category: **MEDIA**

Project Title: 2005 Arizona International Film Festival

Discipline: 09

Project Discipline: 09A

Activity Type: 08

Legislative Dist: 029

Congressional Dist: 007

Address: P. O. Box 431, Tucson, AZ 85702

County: Pima

Authorizing Official: Giulio Scalinger

Applied Last Year: ☒ Yes

REQUEST

Total ACA Grant Requested: \$5,000

Grant Amount Recommended: \$3,150

Previous Years Funded: ☒ FY2004

☐ FY2003

☐ FY2002

Rank: **M**

Other applications from this organization:

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☒ Season Brochure ☐ Other:
☐ Photos ☐ Video ☒ News Clippings

Panel Comments:

Arizona Media Arts Center, 284-05, 2005 Arizona International Film Festival

Strengths:

They give AZ film and video makers a chance to submit and participate. - f

Good goals of outreach and connection to diverse communities. - j

Long term track record and consistent. - j

Draws a great crowd. Seems really great for the Tucson and film community. -

Has attend in the past and can speak for the caliber of the films. - j

Film programs have been consistent over the years. - j

Weaknesses:

This festival needs more staff. Technical staff is for only one month. The staffing is a weakness. - j

Many of the staff listed are students and don't have the time or experience at the level that is really needed. - j

Need a staff position that would lend itself to the oversight of volunteers and student workers. The staff/volunteer ratio reflects this. - j

The evaluation seems vague. No sense of how many entrees are submitted or which ones become award winners. - j

Arizona Media Arts Center
Giulio Scalingo, 520-628-1737

2005 Arizona International Film Festival
April 14-24, 2005

Summary of project: The Arizona International Film Festival is an annual event designed to "bridge cultures" by showcasing diverse cultural visions to Arizona audiences through screenings of innovative international film and video.

1) Artistic quality and creativity of the project:

The mission of the Arizona International Film Festival is to showcase innovative independent films and videos from around the world and to establish the festival as an annual meeting place for independent filmmakers to assemble, share experiences and exchange visions of their cultures with Arizona audiences.

The Arizona International Film Festival developed out of a long-standing need to create a singular film event that would both honor our cinematic past and introduce us to cinema's future. Each year, the Festival brings together independent producers, media artists, media professionals, students and the general public in an environment mixed with creativity, education and entertainment.

The 14th edition of the Arizona International Film Festival (April 14-24) will continue the theme of "Bridging Cultures" which allows programmers to feature innovative films from around the world and open new cultural horizons to Arizona audiences. "Bridging Cultures" highlights the ways indigenous cinema enables images and voices of diverse cultures to travel—from continent to continent, from country to country, from mainstream to fringe, from race to race, from gender to gender, from generation to generation—or wherever [people have discovered the media can take them. We frame the notion of indigenous media broadly as we refer to people expressing themselves *for themselves*, representing the conditions of their daily existence in ways they know most intimately.

Festival 2005 will feature the ongoing Cine Chicano program, expand on the newly established "Cinema without Borders" program and highlight indigenous Maori works from New Zealand. Other programs will include the Reel Frontier Film & Video Competition for independent producers from around the world, our "Serving Independents" workshop program, and the Arizona Independent Film Award presented to a filmmaker whose contributions have impacted the field of independent film. Visiting filmmakers will also participate in our Festival-in-the-Schools program, which provides Arizona youth the opportunity to interact with filmmakers through presentations and workshops.

The Festival Director oversees the programming and works closely with the International Advisory Board who assists in the research of titles and artists. Special emphasis is placed on works that challenge the traditional boundaries of fiction and non-fiction; works that examine controversial issues in our communities; works by producers who represent disenfranchised segments in our society; and works by indigenous filmmakers from around the world. Funding from the Commission will assist in the research and programming of titles and guest artists for Festival 2005.

The goals of the Festival is to bridge creative, community and academic cultures by (1) recognizing the best of independent productions through juried screenings and awards; (2) educating Arizona audiences about the diversity of cultures; (3) honoring media artists for longstanding commitment to independent work; (4) sharing experiences, production ideas, and technology; (5) introducing Arizona school children to independent works and their makers; and (6) broadening possibilities for interdisciplinary collaborations.

II) Needs of the community:

The Festival offers Arizona audiences the opportunity to experience new cultural horizons as well as appreciate the rich heritage of cinema through multiple screenings, workshops and filmmaker presentations. The demographics of the audience vary each year according to selected theme (Cine Chicano in 1999, The Science and the Spectacle in 2000, Indigenous Cinema in 2002, Cinema without Borders in 2004). However, each year the Festival includes programs that reflect the diversity of the community (Latino, African American, Asian American, Native American, gay/lesbian, seniors and youth). This diversity will be reflected in the programming for Festival 2005.

Festival 2003 exhibited 131 works from 22 different countries to approximately 9500 patrons of all ages. Ten Arizona filmmakers had the opportunity to premiere their work. The presentation format includes screenings (102 programs), filmmaker presentations (73 filmmakers in attendance) and workshops (16). Eleven visiting filmmakers presented their work as part of Festival-in-the-Schools to 1620 students at 13 educational institutions.

As the Festival has grown over the past years, it has forged numerous partnerships with art and community groups (Center for Creative Photography, Center for Latin American Studies, Hope Street Productions, Museum of Contemporary Art, Tucson Arts District Partnership, University of Arizona Department of Media Arts & Department of Russian and Slavic Studies) and new audiences are reached through the implementation of these collaborative projects. These collaborations also give the Festival a gauge of the type of programming needed by the community. Festival programmers work closely with groups in the community to develop new programs and to promote the visibility of the Festival to new audiences. For example, the 2004 Festival is introducing "Cinema without Borders/Cine sin Fronteras" in conjunction with Las Cazuelitas and Resistenciañ and other community groups.

The programming diversity impacts audiences on numerous educational and cultural levels: (a) Festival-in-the-schools programs introduce **youth** to new cinema and open their cultural horizons; (b) **media arts students** at colleges are impacted by the opportunity to interact with filmmakers, industry professionals and film critics; (c) **educators** can utilize festival programs in the classroom to help complement their syllabus and (d) the **general public** can learn about the filmmaking process as well issues that affect our society (nation-building, immigration, environment) that raised in selected films.

To reach these diverse audience groups, specialty campaigns are designed to reach the target audiences. Campaigns will include: (1) press kits to Tucson film critics and press releases to publications throughout the state; (2) press releases and PSA's to local and state radio stations; (3) electronic PSA's to local and state TV stations; (4) new media outlets including websites, list-servs and e-mail newsletter; and (5) specialty posters and presentations to community groups. A campaign promoting the Festival as an event is also implemented including the distribution of 30,000 Festival calendars to outlets throughout the community. Festival 2004 is also introducing an e-pressroom on our website to facilitate flow of information to local, state, national and international press.

III) Managerial/administrative ability:

Festival Director Giulio Scalingo oversees the programming and administration of the Festival with the assistance of Festival committees in programming, fundraising, education, marketing and hospitality.

The success of the Festival can be evaluated by the following: (1) attendance figures, (2) box-office revenues, (3) the critical response received through press reviews, (4) the number of national and international entries to the Festival, (5) films selected for exhibition become award-winning films, (6) the quality of visiting media artists, (7) the number of returning filmmakers and (8) audience and presenter surveys.

A one-day Board retreat is scheduled each year after the Festival to analyze the data collected from the Festival events. Discussions focus on what worked and what didn't and strategies are designed to correct problems. Board members, Festival staff and community guests are invited to participate in the evaluation.

IV) History of the presenting organization:

Serving Arizona since 1985 with innovative multi-cultural programs in exhibition and education, the Arizona Media Arts Center fosters the appreciation, production and understanding of independent media expression. The programs of the Center are designed to serve various audiences in the community: (1) independent producers and media arts students through its workshops, screenings and website; (2) the general public with its film screenings; (3) the Latino community with its screenings of Cine Chicano and other Spanish language films; (4) communities who are not represented in mainstream media with its screenings of alternative work and (5) youth through its workshops and screenings.

A centerpiece of the Center is The Screening Room, a 130-seat media arts exhibition space located in the Tucson Arts District, which showcases independent films, foreign cinema, documentaries, local works, multi-media events, poetry readings and the Arizona International Film Festival (celebrating its 14th edition). The rapid growth of the Festival-in-the-Schools program has become another mainstay of the Center indicating a year-round need for youth programs. The Center's outreach is expanding with its television programs on Telemundo and Access Tucson as well as traveling programs to Arizona communities (Nogales, Green Valley and Sells). Center programs reach about 25, 000 participants each year.

Since the impact of 9/11 on our society, the Center has focused its direction on the theme of "Bridging Cultures". It is our strong belief that our diversity in programming can play an effective role in educating Arizona audiences of all ages about other cultures and current issues through the medium of film and video. For example, the Festival 2004 is premiering "Cinema without Borders/Cine sin Fronteras", a series of screenings and panels that will focus on border issues and immigration.

Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through the form to get accurate totals.*

EXPENSES

Expenses (cash only)

Salaried Personnel/Staff		
a) Administrative # of staff	1	\$ 15,000
b) Artistic # of staff		\$
c) Technical/Prod # of staff	3	\$ 5,000
2. Contracted Services		
a) Artists		\$ 6,000
20 filmmakers		
@ \$300 honorarium		
b) Consultants/Other Experts		
\$		
3. Production Expenses		
Equipment		\$ 5,000
PSA production		
Set building		
Space Rental		\$ 15,000
5. Travel		
		\$ 16,000
6. Marketing/Promotion		
		\$ 15,000
7. Remaining Operating Expenses		
Film Rentals	\$5000 ✓	\$ 12,000
Shipping	4000 ✓	
Office		
8. Total Cash Expenses		
(Total Items 1 thru 7)		\$ 89,000

Cash Income (Revenue + Support) Revenue (earned income - cash only)

9. Admissions	\$ 25,000
10. Contracted Services	\$ 8,000
11. Other Revenue	\$ 3,000

Support (contributed income)

12. Corporate Contributions	\$ 20,000
13. Foundation Grants	\$ 5,000
Other Private Contributions	\$ 12,000

Government Support

a) Federal	\$
b) Regional	\$
c) State (do not include this request)	\$ 1,000
d) County	\$ 3,000
e) City	\$ 7,000
Total Government Support	\$ 11,000
16. Applicant Cash	\$ 0
17. Cash Income Without Grant (Total items 9 thru 16)	\$ 84,000
18. Grant Amount Request	\$ 5,000
19. Total Cash Income (Total Items 17 and 18)	\$ 89,000

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME

BUDGET NOTES:

Expenses:

1a) Salaried personnel/staff: \$15,000

A full time staff person is hired for a period of 9 months to oversee and implement the day to day operations of the Festival

1b) Artistic staff: 0

This is a donated service to the Festival

1c) Technical staff \$5,000

A full time technical director is hired for one month to oversee technical aspects of the festival. This amount also includes some designer fees (other design fees are in-kind)

2) **Contracted Artist Fees** \$6,000

Filmmakers are invited to festival to participate in specific programs to include workshops and competition juries.

3) **Production Expenses** \$5,000

Equipment rentals (\$4000) to exhibit the many formats submitted include Video projectors, playback units, sound systems. Also included is cost of producing television PSA and theatre video intros (services are donated) and adapting spaces for festival activities (\$1000)

4) **Space Rental** \$15,000

Includes rental of theatres (Crossroads, The Loft - \$8000) and office space (\$6000). The Screening Room rental is in-kind as it is owned by the organization but there are operating costs (\$1000)

5) **Travel** \$16,000

Travel and accommodation for ten international filmmakers (New Zealand & Australia - \$10,000) & ten national filmmakers (\$6,000). Costs will reduce if we are able to get an international airline for a sponsor

6) **Marketing & Promotions** \$15,000

Costs to cover printing of **festival publications (\$10,000)**, posters (\$2000), promotional items & merchandise (\$3000)

7) **Operating Expenses** \$12,000

Film rentals for Premiere Showcase (\$5000), international shipping of prints (\$4000), postage, telephone & office supplies (\$3000)

TOTAL: **\$89,000**

BUDGET NOTES:

Income

9)	Admission Includes passes (\$5000), single admissions (\$15000) and workshop fees (\$5000)	\$25,000
10)	Contracted services Includes entry fees (\$4000) and advertising revenues (\$4000)	\$8,000
11)	Other revenue Merchandise sales (t-shirts, caps, tote bags etc.)	\$3,000
12)	Corporate Contributions Tucson (\$10,000), National (\$10,000) (By establishing an International Advisory Committee, we will be targeting national sponsors as we feel the Tucson corporate market is limited.)	\$20,000
13)	Foundations We will target several foundations to support our "Bridging Cultures" programs	\$5,000
14)	Other Private Contributions Funding support from University of Arizona programs and individuals in the community will be targeted	\$12,000
15)	Government Support Applications to the Tucson Pima Arts Council and the Arizona Humanities Council will be submitted as well as proposals to the City of Tucson and Pima County	\$11,000
18)	Request from the Arizona Commission on the Arts	\$5,000
<u>TOTAL</u>		<u>\$89,000</u>